Journalism Glossary Wiki

This page is intended to be a glossary of old and new media terms of relevance to the practice of journalism. To edit or add glossary entries on this page, please **click here** *(http://www.journalism.co.uk/journalist/public:journalism_glossary)* or email your suggestions or questions to **john at journalism.co.uk**. Wherever possible when adding or editing items please include links to relevant sites.

A special thanks to **Graham Holliday** *(http://www.noodlepie.com/)* for his contributions.

A

Above the fold - A broadsheet paper folded in half for display. The top half of the page, above the fold, is held to be the most important real estate in the paper. A reporter's ambition is to get an article on the front page; a reporter's supreme ambition is to get that article above the fold. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com /2009/08/our-vanishing-heritage.html)*

Ace - an on-call reporter.

Active Proceedings (*sub judice*) - These occur in a criminal court of law when a person has been arrested, a warrant for his or her arrest has been issued, there are bail conditions (including police bail), a summons has been issued or a person has been charged (with a criminal offence).

ABC *(http://www.accessabc.com/)* - Audit Bureau of Circulations; a group that audits newspaper circulation figures.

ABCe *(http://www.abce.org.uk/)* - Audit Bureau of Circulations Electronic - division of the ABC that audits traffic figures for online publications.

ACAP *(http://www.the-acap.org/)* - Automated Content Access Protocol, a platform that would allow search engines to recognise the terms and conditions of specific websites.

Add - Copy to be added to a story already written.

Adobe InDesign *(http://www.adobe.com/products/indesign/)* - Desktop publishing program, now being used more widely in place of **QuarkXPress** *(http://www.quark.com/index_ff.cfm)*.

Ad impression - Term used to describe the number of times an advert is seen. Advertisers usually sell space based on the exposure per thousand impressions. This is called **Cost per impression** *(http://en.wikipedia.org/wiki/Cost_Per_Impression)* (CPM). Alternatively, they might sell on a pay-per-click (CPC) basis (also known as cost-per-click - CPC)

ADSL *(http://en.wikipedia.org/wiki/ADSL)* - Asymmetric Digital Subscriber Line; high bandwidth web connection often just called **broadband** *(http://en.wikipedia.org/wiki/Broadband)*.

Advance - A story outlining a future event. Also means to raise the priority of a story or an upfront payment for written work, particulary long articles or text.

All Caps - A word or sentence written in all capital letters.

Advertorial *(http://en.wikipedia.org/wiki/Advertorial)* - An advert in the form of a complementary editorial piece, usually labelled as an advert.

Analogue television - TV transmitted in radio waves as opposed to digital TV.

Angle - The approach or focus of a story. This is sometimes known as the peg.

AP *(http://www.ap.org/)* - the abbreviation for the **Associated Press** *(http://www.ap.org/)*.

API *(http://en.wikipedia.org/wiki/API)* - the abbreviation of Application Programming Interface: a set of functions, procedures, methods, classes or protocols that an operating system, library or service provides to support requests made by computer programs.

Assignment - A job given to a journalist by an editor.

Astroturfing *(http://en.wikipedia.org/wiki/Astroturfing)* - A term used to describe fake grassroots support on websites and in blog comments. A method most usually employed by the public relations and advertising industry and political groups.

Attribute - to quote the original source of material, whether it be a quote of copyrighted work.

Audit *(http://en.wikipedia.org/wiki/Audit)* - An independent assessment of the validity of statistics used in adverts, newspapers etc.

AOP *(http://www.ukaop.org.uk/)* - Formed in 2002, the Association of Online Publishers is an industry body for UK web publishers. The AOP represents the interests of 160 publishing companies.

Average issue readership - Number of people who have read the newspaper or magazine in the period that it was issued, also known as AIR.

B

B2B *(http://en.wikipedia.org/wiki/B2B)* - Business to business; describes a business whose primary customers are other businesses.

B2C *(http://en.wikipedia.org/wiki/B2C)* - Business to customer; describes a business whose primary customers are individuals.

Background - Information given to a reporter to explain more about the situation and details of a story. Sometimes shortened to BG.

Back bench - Senior journalists on a newspaper.

Bandwidth *(http://en.wikipedia.org/wiki/Bandwidth)* - The amount of data that can be transferred through an internet connection.

Bang out - A composing room ritual in which an employee leaving the premises for the last time is commemorated by the pounding of pica poles against metal surfaces in a commemorative clamor. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com /2009/08/our-vanishing-heritage.html)*

Banner ad *(http://en.wikipedia.org/wiki/Web_banner)* - Web advert, normally found at the top of a page. Typically around 468 by 60 pixels in size. Sometimes called a web banner.

BARB *(http://www.barb.co.uk/)* - Broadcasting Audience Research Board, measures TV audience numbers.

BBC *(http://www.bbc.co.uk/)* - British Broadcasting Corporation.

Beat - The area or subject that a reporter regularly covers.

Best boy - Broadcasting term for second-in-command of a lighting team.

Beta - Used in software publishing, 'beta' is the name given to a pre-release version of a software product.

Blawg *(http://www.blawg.com/)* - Weblog dealing with aspects of law.

Bliki *(http://en.wikipedia.org/wiki/Bliki)* - Combination of a **blog** *(http://en.wikipedia.org/wiki/Blog)* and a **wiki** *(http://en.wikipedia.org/wiki/Wiki)*, a blog that can be edited by readers or an approved group of users.

Blind interview - An interview with an unnamed source.

Blog *(http://en.wikipedia.org/wiki/Blog)* - An online commentary or diary often written by individuals about hobbies or areas of specialist interest. Blogs commonly allow comments below entries and are published in reverse chronological order. Also known as a weblog.

Blogger *(http://en.wikipedia.org/wiki/Blogger)* - A person who writes a blog.

Blogosphere/Blogdom/Blogiverse/Blogmos/Blogostan *(http://en.wikipedia.org /wiki/Blogosphere)* - All things relating to blogs and blog communities.

Blurb *(http://en.wikipedia.org/wiki/Blurb)* - Brief introduction to the writer, usually following the headline.

BRAD *(http://www.intellagencia.com/)* - British Rate and Data; a company that logs every periodical that has to do with advertising in Britain.

Break - When a story is first published.

Breaking news - Unanticipated events developing during the publication cycle, requiring updates and occasionally wholesale revision of pages. Breaking news is conventionally greeted by profane expressions on the news desk, city desk, or copy desk. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Broadcast - communicating using radio and/or TV.

Browser - A piece of software that allows users to view internet pages. Popular browsers include **Firefox** *(http://www.mozilla.com/en-US/firefox/)*, **Internet Explorer** *(http://www.microsoft.com /windows/products/winfamily/ie/default.mspx)* and **Safari** *(http://www.apple.com/macosx/features/safari/)*.

budget - Also called The daily budget, or list of pending articles, either completed or imagined, typically discussed at an afternoon news meeting at which preliminary decisions about what is to go on the front page are made. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Bulks - Copies distributed free, normally for promotion.

Bulldog - An early edition. The Baltimore Sun continues to produce a bulldog edition of the Sunday paper that appears Saturday morning. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Bump - To move the position or timing of a story.

Buried lede - The central element of an article mistakenly appearing deep in the text. It must be disinterred **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08 /our-vanishing-heritage.html)*

Burn off - To dispose of articles that have previously been rejected for the front page or section front by running them on a day of low circulation. Look at your Monday paper. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Button - A small web advertisement, usually around 165 by 90 pixels in size and commonly found in the right or left hand columns of a website.

Byline *(http://en.wikipedia.org/wiki/Byline)* - A journalist's name at the beginning of a story.

C

Cable television *(http://en.wikipedia.org/wiki/Cable_television)* - TV delivered into the home through an underground cable.

Campaign *(http://en.wikipedia.org/wiki/Advertising_campaign)* - The various stages of an advertising project from beginning to end.

Cap - Upper case.

Caption - Text printed below a picture used to describe it and who took it. Sometimes called a cutline.

Cascading stylesheets (CSS) *(http://en.wikipedia.org/wiki/Cascading_Style_Sheets)* - Technique used for designing web pages. One file that defines the style for a whole site.

chaser - A page or set of pages typeset after the formal edition close to attempt to get breaking news into the paper. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Chat rooms *(http://en.wikipedia.org/wiki/Chat_room)* - An interactive part of a website where visitors can write messages to each other people in real time. Also known as forums and message boards.

Churnalism - Bad journalism; journalists that churn out rewrites of press releases.

Centre of visual interest (CVI) - The prominent item on a page usually a headline, picture or graphic.

CIOJ *(http://www.cioj.co.uk/)* - the Chartered Institute of Journalists.

Circulation - Number of copies sold by newspapers or magazines. In the UK these figures are monitored by **ABC** *(http://http://www.accessabc.com/)* - The Audit Bureau of Circulations.

Citizen journalism *(http://en.wikipedia.org/wiki/Citizen_journalism)* - Term used to describe the reporting of news events by members of the public most commonly on blogs and social networking websites. Other terms include participatory journalism and networked journalism though it should not be confused with civic journalism, which is practiced by professional journalists.

Classified advertising *(http://en.wikipedia.org/wiki/Classified_advertising)* - Advertising placed by individuals in newspapers. Sometimes called small ads.

Clickthrough *(http://www.marketingterms.com/dictionary/clickthrough_rate/)* - When a reader clicks on an advert and is redirected to a new page. Advertisers sometimes buy adverts based on a rate per click called a **Click-through rate** *(http://en.wikipedia.org/wiki/Click_Through_Rate)* or CTR.

Closed question *(http://changingminds.org/techniques/questioning/open_closed_questions.htm)* - A simple yes/no question that does little to encourage an interviewee to open up.

cold type - Headlines and text produced on photographic paper and pasted up in a composing room. Increasingly supplanted by electronic transmission of pages directly to a printing plant, where the pages emerge as metal plates to go on the printing press. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Column - A regular feature often on a specific topic, written by the same person who is known as a **columnist** *(http://help.com/wiki/Columnist)*.

Composing room - The place in which printers, now vanished, once assembled pages in hot type or cold type. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com /2009/08/our-vanishing-heritage.html)*

Contempt of court *(http://en.wikipedia.org/wiki/Contempt_of_court)* - The criminal offence of ignoring court rules.

Content management system *(http://en.wikipedia.org/wiki/Content_management_system)* - CMS is a program for easily editing and placing content such as text, still images and videos on web sites.

Convergence - The term used to describe multimedia newsrooms producing news for different publishing platforms.

Cookie *(http://en.wikipedia.org/wiki/HTTP_cookie)* - Small text file that is downloaded to your computer when you visit a site. The next time you visit, the site can use the file to remember details such as your login information.

Copy - Main text of a story.

Copy approval - A source or interviewer asking to see the text of an article prior to publication. (Always discouraged!)

copy editor - An anonymous drudge who attempts, against great odds, to correct the many faults of writers before publication. Extinction imminent. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Copywriting *(http://www.copyblogger.com/copywriting-101/)* - Creating the text for an advertisement.

Coverline - Captions on a magazine cover.

Cover story - Leading story used on front cover.

CPM *(http://en.wikipedia.org/wiki/Cost_Per_Impression)* - cost per thousand impressions. This is the cost an advertiser pays for 1,000 page views. The M in CPM is the Roman numeral for 1,000.

CQ - An indication that the name or term so noted has been checked and verified. Copy editors, whose suspicions are well founded, often suspect that reporters use CQ to

indicate "better check this". **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com /2009/08/our-vanishing-heritage.html)*

Crosshead - A few words used to break up large amounts of text, normally taken from the main text. Typically used in interviews.

Cub - A trainee reporter. Also known as a rookie or junior reporter.

Cut - To remove text.

Cuttings - A journalist's collection of published print work. Also known as clips and sometimes presented as a portfolio.

Cuttings job - An article which has been put together using research culled from a number of other articles or news items.

Cyber-journalist - A journalist that works on the internet. An online journalist.

D

Dateline - A line at the beginning of a story stating the date and the location.

Deadline *(http://en.wikipedia.org/wiki/Deadline)* - The time at which an editor requests a journalists to finish an assignment.

Death-knock - Calling at the house of a bereaved relative or friend when reporting on the death. Also known as **door-stepping** *(http://www.bbc.co.uk/guidelines/editorialguidelines/edguide /privacy/doorstepping.shtml)*.

Deck - Part of the headline which summarises the story. Also known as deck copy or bank.

Defamation *(http://www.eff.org/bloggers/lg/faq-defamation.php)* - Information that is written by one person which damages another person reputation.

Digg *(http://digg.com/)* - A community powered internet link recommendation system. **Furl** *(http://www.furl.net/)* offers a similar service.

Direct quote *(http://en.wikipedia.org/wiki/Direct_quotation)* - The exact reproduction of a verbatim quote in quotemarks and correctly attributed.

DHTML *(http://www.w3schools.com/dhtml/default.asp)* - Dynamic HTML. Allows exciting things to happen when you move your mouse over words.

Digital television *(http://en.wikipedia.org/wiki/Digital_television)* - TV transmitted in binary format, producing good picture quality.

Direct marketing *(http://en.wikipedia.org/wiki/Direct_marketing)* - Sending advertising material directly to potential customers either by post, fax, email or information by telephone.

Dogblogging - When the upkeep of a weblog becomes a hassle.

Dowdification *(http://www.samizdata.net/blog/glossary_archives/003822.html)* - Deliberate omission of a term or terms to change the meaning of a quote. Refers to journalist Maureen Dowd.

Download *(http://en.wikipedia.org/wiki/Download)* - Copying a file from a website to your own computer.

Draft - The first version of an article before editing and submission to the editor.

Dropdown menus *(http://en.wikipedia.org/wiki/Drop-down_list)* - Name given to website menus that allow users to select from a list of options that drop down in a vertical menu.

DPS - Double-page spread; can also be referred to as a spread.

E

e - Often used to indicate an electronic version of something, for example eNews, for an electronic newsletter, or eGovernment, to describe electronic government.

Editor *(http://en.wikipedia.org/wiki/Editor)* - Someone who prepares material for print or broadcast.

Editorialise - To write in an opinionated way.

Encryption *(http://en.wikipedia.org/wiki/Encryption)* - TV signals encoded so only paying subscribers can watch.

Endnote *(http://en.wikipedia.org/wiki/Endnote_%28disambiguation%29)* - Text written at the end of an article stating the authors credentials.

eTail - Online or 'electronic' retail.

Exclusivity - When an advert appears exclusively on a page, rather than being in rotation with other ads.

Ezine *(http://en.wikipedia.org/wiki/Online_magazine)* - Specialized online magazines.

F

Feature - A longer, more in-depth article.

Fisk *(http://en.wikipedia.org/wiki/Fisking)* - Detailed word-by-word analysis and critique of an article. Refers to journalist Robert Fisk.

Flash *(http://www.adobe.com/products/flash/)* - A program used to display design-heavy, animated content.

Flash - Short news story on a new event.

Flatplan - A page plan that shows where the articles and adverts are laid out.

FOI - refers to **Freedom of Information requests** *(http://www.foi.gov.uk/yourRights/index.htm)* made in the UK, made under the **Freedom of Information Act 2000** *(http://www.opsi.gov.uk /Acts/acts2000/ukpga_20000036_en_1)*.

Follow-up - An update on a previous story.

Font - Typeface.

Freelancer *(http://en.wikipedia.org/wiki/Freelancer)* - Someone that works alone, usually on a contract-to-contract basis.

Freesheet *(http://en.wikipedia.org/wiki/Free_daily_newspaper)* - A publication that is free to consumers and generates its revenue from advertising.

Free-to-air *(http://en.wikipedia.org/wiki/Free-to-air)* - TV service received without having to decode or pay.

Freeview *(http://en.wikipedia.org/wiki/Freeview)* - Commercial free-to-air digital service, between BBC, BSkyB and the transmission firm Crown Castle.

Frontline Club *(http://www.frontlineclub.com/)* - A club in London that promotes "freedom of expression and support journalists, cameramen and photographers who risk their lives in the course of their work."

FTP *(http://en.wikipedia.org/wiki/File_Transfer_Protocol)* - File Transfer Protocol. A method of moving files, usually used to transfer files from your computer to a web server.

FYI *(http://en.wikipedia.org/wiki/FYI)* - An abbreviation meaning for your information.

G

Get - A very good or exclusive interview.

GIF *(http://en.wikipedia.org/wiki/GIF)* - A type of picture file, often used for images that include text.

Glossite - The website of a glossy women's magazine.

Goat-choker - An article of inordinate and suffocating length, produced to gratify the vanity of the author and the aspirations of the publication. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Graf - Paragraph. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Grip - A person that looks after the equipment required to make a TV camera move.

Grip-and-grin - A photograph of no inherent interest in which a notable and an obscure person shake hands at an occasion of supposed significance. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Geotagging - Adding metadata to an image, video, RSS feed, webpage etc, which identifies the geographical location relating to the content

H

Hard copy - When the article is printed out on paper.

hed - A headline, giving rise to the abbreviation HTK, for head to come, an article transmitted in a take or takes before it is in final form.

Hits - Number of downloads of every element of a web page, rather than the page as a whole. A page of 20 images, text boxes, logos and menus will count as 20 hits, so hits are therefore not regarded as a reliable measurement of web traffic.

Headline - The main title of the article.

Homepage - The front page of a website.

House style *(http://en.wikipedia.org/wiki/Style_guide)* - A publication's guide to style, spelling and use of grammar, designed to help journalists write and present in a consistent way for their target audience. **The Economist** *(http://www.economist.com/research/StyleGuide/)* publishes a style guide as does **The Guardian** *(http://www.guardian.co.uk/styleguide)*.

hot type - Metal type generated on a Linotype machine. Archaic. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

house ad - An unpaid advertisement put on a page to fill a gap left by an lack of paid advertising. Often a promotional ad for the publication. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

HTML *(http://www.w3schools.com/html/)* - Hyper Text Mark-up Language. Basic programming code used for the design and display of web pages.

Hyperlink *(http://en.wikipedia.org/wiki/Hyperlink)* - A link that redirects the user to another web page.

I

Impressions *(http://en.wikipedia.org/wiki/Page_view)* - The number of times an advertising banner was viewed during a campaign.

An internet - Any network of connected computers.

The internet - The international network of interconnected computers. The World Wide Web, email, FTP and usenet are all part of the Internet.

Intranet *(http://en.wikipedia.org/wiki/Intranet)* - A private computer network inside a company or organisation for internal use only.

Intro - Very important first paragraph, known as a 'lead' in the US.

Inventory - The number of advertisement spaces for sale on a web site at a given time.

Island position - An advert surrounded by editorial content in the middle of the page.

ITV network *(http://www.itv.com/)* - 15 regional franchises that make up ITV1. ITV is the Broadcaster that was formed by the merger of **Carlton** *(http://en.wikipedia.org /wiki/Carlton_Television)* and **Granada** *(http://www.itvregions.com/granada)*.

J

Javascript *(http://www.w3schools.com/js/default.asp)* - A scripting language commonly used to add functionality to web sites beyond that which is achievable in HTML.

JPEG *(http://en.wikipedia.org/wiki/JPEG)* - Joint Photographic Expert Group. Common type of picture file used on the web.

Joost *(http://www.joost.com/)* - interactive television software produced by the makers of **Skype** *(http://www.skype.com/)* and **Kazaa** *(http://www.kazaa.com/)*.

Journalist *(http://en.wikipedia.org/wiki/Journalist)* - Someone who writes, researches and reports news, or works on the production of a publication. Sometimes shortened to journo, hack or scribe.

Jumpline - A line indicating a continuation, or jump, of an article on a subsequent page. Though readership surveys for generations have indicated that readers despise jumps and generally do not follow them, it does not suit newspapers to do otherwise. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

K

Kerning *(http://en.wikipedia.org/wiki/Kerning)* - Adjustment of horizontal space between two written characters.

Kicker - The first sentence or first few words of a story's lead, set in a font size larger than the body text of the story.

Kill - To cancel or delete a story.

Kill fee *(http://desktoppub.about.com/cs/freelance/qt/kill_fee.htm)* - A reduced fee paid to a journalist for a story that is not used.

Kittyblog - A pointless and boring weblog, possibly about the owner's cat.

L

Layout - (noun) How the page is designed and formatted.

Layout sub-editor - A sub-editor who specialises in laying out pages.

Leader - An article that shows the opinion of a newspaper.

Leading - Adjustment of vertical space between two lines.

Leading questions *(http://en.wikipedia.org/wiki/Leading_question)* - A question that contains the predicted answer within the question.

lede - The phonetic spelling of lead, the beginning, usually the first paragraph, of an article, so spelled as to indicate the specialized meaning rather than the common meaning to a Linotype operator. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com /2009/08/our-vanishing-heritage.html)*

Libel *(http://www.bbc.co.uk/dna/actionnetwork/A1183394)* - A case for defamation. Defendent would need to show claims were true, fair comment or an accurate record of parliamentary or court proceedings.

Licence fee *(http://www.bbc.co.uk/info/licencefee/)* - BBC funding system.

Link journalism - **Scott Karp defines link journalism** *(http://publishing2.com/2008/02/25/how-link-journalism-could-have-transformed-the-new-york-times-reporting-on-mccain-ethics/)* as "linking to other reporting on the web to enhance, complement, source, or add more context to a journalist's original reporting". Good link journalism should briefly summarise the content of the article it is linking to, name the source and author and, of course, link directly to it. Any direct reproduction of text should be kept to an absolute minimum, appear in quotes, and be clearly attributed to its source. For example: *"I saw it coming" Mr Smith tells the Times* or *"This is the next big thing," writes Joe Bloggs* (the writer you are quoting). The journalist should also endeavour wherever possible to find the original source of an article, rather than link to someone else's later version of it. Also bear in mind that your own reputation will be judged on the quality of the articles you link to; if you have any interest or connection with the story, publication or author, then declare it.

Linotype - A machine for the mechanical setting of type, the brainchild of Ottmar Merganthaler of Baltimore, to whom all praise be given. The Linotype operator used hot metal, melted lead, to create slugs of type by manipulating a keyboard. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Lobster shift *(http://headheeb.blogmosis.com/archives/014705.html)* - Working in the hours after a publication has gone to print. Also known as dog watch.

Long tail *(http://www.poynter.org/column.asp?id=119)* - The effect of publishing content online and keeping it available in an archive. Unlike in a newspaper, old stories will continue to receive traffic long after publication date, hence the long tail.

M

Mark - Correction.

Martini media - Media that is available "any time, any place, any where".

Mash up, mashup, or mash-up *(http://en.wikipedia.org/wiki/Mashup_%28web_application_hybrid%29)* - a website or web application that seamlessly combines content from more than one source into an integrated experience.

Masthead *(http://en.wikipedia.org/wiki/Masthead_%28publishing%29)* - Main title section and name at the front of a publication.

Media Kit - Practical information available to potential advertisers regarding costs etc. See the **New York Times** *(http://www.nytimes.whsites.net/mediakit/)*, **San Francisco Chronicle** *(http://www.sfgate.com/mediakit/)* and the **Belfast Telegraph** *(http://www.belfasttelegraph.co.uk /services/media-kit/)* for examples.

Metadata *(http://en.wikipedia.org/wiki/Metadata)* - Meta data, or sometimes metainformation, is data about data, of any sort, in any media.

Microblogs - Blogs dealing with very specialised discussion.

Microblogging - Variant of traditional blogging in which users write brief text messages over the web. Popularized by web site Twitter, which limits users to 140-character updates.

Moblogging *(http://en.wikipedia.org/wiki/Moblog)* - Where individuals contribute to a blog using images or text sent from a mobile phone.

MPEG *(http://en.wikipedia.org/wiki/MPEG)* - Moving Pictures Experts Group. A file format used for digital video.

MPU - Known as a Messaging Plus Unit, a large square web advert usually in a central position below or inline with editorial. Typically around 350 by 250 pixels in size.

Multimedia *(http://en.wikipedia.org/wiki/Multimedia)* - Term used to describe a range of different delivery formats such as video, audio, text and images, often presented simultaneously on the internet.

Multiplex *(http://en.wikipedia.org/wiki/Multiplex_%28TV%29)* - Single digital terrestrial TV transmission comprising of several channels.

N

Navigation - Structure that helps web users move around the website.

NCTJ *(http://www.nctj.com/)* - National Council for Training of Journalists, official UK accreditation board for journalism courses.

Netiquette *(http://en.wikipedia.org/wiki/Netiquette)* - Online etiquette, eg. reciprocal links.

Networked journalism *(http://www.buzzmachine.com/2006/07/05/networked-journalism/)* - Another term to describe participatory journalism or citizen journalism.

News agency - Company that sells stories to newspapers or magazines.

Newspaper Society *(http://www.newspapersoc.org.uk/)* - Industry body representing the regional press & local press.

Newsreader *(http://en.wikipedia.org/wiki/Aggregator)* - Software that helps receive and read RSS blog and news feeds.

NIB - News in brief - a quick summary of a story.

Nut graf *(http://www.poynter.org/column.asp?id=52&aid=34457)* - Paragraph containing the essential elements of a story.

NUJ *(http://www.nuj.org.uk/)* - National Union of Journalists, a UK trade union.

O

Ofcom *(http://www.ofcom.org.uk/)* - Broadcasting industry regulator.

Off diary - An unscheduled or unpredicted story.

Off the floor - When a page has been completed and removed from the composing room (cf.), it is said to be off the floor. When an entire edition is off the floor, it is said to have been put to bed.**(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08 /our-vanishing-heritage.html)*

Off the record *(http://en.wikipedia.org/wiki/Journalism_sourcing#Using_confidential_information)* - Information that must not be disclosed.

On diary - Scheduled story.

On spec - Article that is written 'just in-case', but it will only be used if needed.

On the record - Information given by a source that can be used in an article.

Op-ed *(http://en.wikipedia.org/wiki/Editorial#Confusion_over_.22Op-Ed.22_and_.22Editorial.22)* - A feature, usually by a prominent journalist, presenting an opinionated story.

Open source software - Software with openly available code to allow developers or others to modify it.

Orphan - First line of a paragraph appearing on the last line of a column of text. Normally avoided.

P

PDF - Portable Document Format – a standard file format that allows web publishers to post documents viewable by any user who installs a copy of the free Acrobat Reader.

PACT *(http://www.pact.co.uk/)* - Industry body representing independent cinema and tv producers.

Pasteup - The assemblage of pages by pasting type onto page mockups, which are then

photographed to be made into metal plates for the printing press. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Pay-per-view *(http://en.wikipedia.org/wiki/Pay-per-view)* - A single programme that the viewer has to pay for.

Pay TV - Paid subscription service for TV.

PDA *(http://en.wikipedia.org/wiki/Personal_digital_assistant)* - Personal Digital Assistant. A hand-held computer combining a phone, organiser and web client.

Photoblogging *(http://www.photoblogs.org/)* - Contributing photos to a blog.

Photoshop *(http://www.adobe.com/products/photoshop/index.html)* - (noun) Computer program used to edit photographs.

pica pole - A metal ruler used by printers in the composing room to measure type by picas (12 points to the pica, six picas to the inch). The pica pole is pounded against a metal surface in the ritual of banging out an employee leaving the premises for the last time. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Pitch - Story idea sent to an editor by a reporter.

Pixel - An on-screen measurement. Most monitors display around 1024 pixels wide by 768 pixels high.

Podcasts *(http://en.wikipedia.org/wiki/Podcasting)* - <u>MP3</u> audio recordings that can automatically download to a user's computer as soon as they are published online.

Point size - Size of the type face.

Pop-under/pop-behind - A web advert that opens under the browser window.

Pop-up *(http://en.wikipedia.org/wiki/Pop-up_ad)* - A web advert that pops up on screen. These are commonly blocked with a **pop-up blocker** *(http://en.wikipedia.org/wiki/List_of_pop-up_blocking_software)*.

Post - To add a comment to a blog.

Pork - Material held for later use, if needed.

PPA *(http://www.ppa.co.uk/)* - Periodical Publishers Association. Industry body representing UK magazine publishers.

Portal - A busy site often used as a starting point online through services such as messaging, news and searches.

Proof - Copy of a laid-out page ready to be corrected.

Prosumer - Marketing term used to describe professional consumers.

Puff piece *(http://en.wikipedia.org/wiki/Puffery#Puff_piece)* - A news story with editorialised, complimentary statements.

Pulldown - Web text that is activated by a down arrow on a web menu.

Pulitzer Prize *(http://www.pulitzer.org/)* - American journalism awards. There are fourteen prizes for journalism. The prizes have been awarded by Columbia University since 1917.

Pulitzer-Prize-winner - An article of surpassing artistry or investigative virtuosity, usually of considerable length, written for Pulitzer jurors rather than the readership of the publication, despite the unlikelihood that the former group will have read it in its entirety before bestowing the laurels. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Pull-out quote - Selected quote from a story highlighted next to the main text. Often used in interviews.

Q

QuarkXPress *(http://en.wikipedia.org/wiki/QuarkXPress)* - Desktop publishing program.

Quote - Record of what a source or interviewee has said.

R

Radio spectrum *(http://www.howstuffworks.com/radio-spectrum.htm)* - Total capacity of radio frequencies that can be received.

Rate card - A list of advertising rates provided by a publisher.

reader - An article devoid of immediate news interest that will supposedly be of interest to the readership. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Recto - Right-hand page.

Redletter - Exclusive, breaking news coverage of a major news event, printed in red type.

refer - A short summary attached to an article indicated a related story elsewhere in the publication. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Reporter - Someone who writes and researches news stories.

Reporters without borders *(http://www.rsf.org/rubrique.php3?id_rubrique=20)* - An organisation founded in 1985 that fights for press freedom around the world.

Retraction - A withdrawal of a previously-published story or fact.

Revision - A re-written or improved story, often with additional quotes or facts.

Rich media - Artwork formats such as Flash, Java and DHTML that allow interactive or multimedia content.

Rim editor - A copy editor, a nonentity. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Roadblock - The sale of all the adverts on your home page to one advertiser.

RSS *(http://en.wikipedia.org/wiki/RSS_(file_format))* - This began life as Rich Site Summary in 1999, then mutated to Really/Real Simple Simple Syndication in 2002, then Real Simple Synchronisation in 2005.

Run - To publish a story.

S

Sell - Short sentence promoting an article, often pulling out a quote or a interesting sentence. See also **Pull-out quote**.

Spider - Also known as a crawler or ant, a program that uses hyperlinks to make methodical searches of the web to provide information about pages for search engines.

Sacred cow - News or promotional material which a publisher or editor demands be published, often for personal reasons.

Serif *(http://en.wikipedia.org/wiki/Serif)* and **Sans serif** *(http://en.wikipedia.org/wiki/Sans-serif)* - Plain font type with or without (sans) lines perpendicular to the ends of characters.

Satellite television *(http://en.wikipedia.org/wiki/Satellite_television)* - TV recieved through a satellite dish.

Scoop *(http://en.wikipedia.org/wiki/Scoop_%28term%29)* - An exclusive or first-published story.

Scoopt *(http://www.scoopt.com/)* - the world's first citizen journalism photograph agency owned by **Getty Images** *(http://creative.gettyimages.com/source/home/home.aspx)*.

Search box - A tool that allows users to enter a word or phrase to search a database.

Server *(http://en.wikipedia.org/wiki/Server_(computing))* - A computer that hosts the pages of a web site.

Shockwave *(http://www.adobe.com/products/shockwaveplayer/)* - Software that allows the user to play multimedia animations; published by Macromedia.

Skype *(http://www.skype.com/)* - Popular free internet telephony tool sometimes used to produce **Skypecasts** *(https://skypecasts.skype.com/skypecasts/home)*, or broadcast conference calls.

Skyscraper - A vertical banner advert, usually at one side of a web page and 60 x 468 pixels in size.

Slot editor - On a copy desk, the copy editor who checks and corrects the copy of other copy editors before approving it for publication. The term arises from the obsolete furniture of the newsroom, where once a horseshoe-shaped desk enabled the slot editor to hand out paper copy to the copy editors on the rim, the outside of the horseshoe. To slot (v.) is to check an article that has been copy edited before approving it for typesetting. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Slug - A line of type set in metal on a Linotype machine. Also the one-word working title of an article as it moves through production. SCOTUS (Supreme Court of the United States) is a familiar slug for an article about a Supreme Court decision. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Social bookmarking *(http://en.wikipedia.org/wiki/Social_bookmarking)* - A service that allows users to store interesting website addresses publically on a web page and lets users network and pool recommendations.

Source - An individual who provides information for a story.

Spadia - An annoying flap of advertising copy that wraps around a portion of the front

page of a section, preventing the reader from seeing the full page. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

spike - The spindle on which paper copy that was not to run was impaled, giving rise to the verb to spike, to kill a story. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Spike - Not to publish a submitted article.

Splash - Front page story.

Standfirst - Line of text after the headline that gives more information about the article.

stet - (Fromm the Latin) Let it stand; let the original copy go as written. The hardest word for a copy editor to use. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com /2009/08/our-vanishing-heritage.html)*

Sticky content - Content that encourages users to stay on one site for as long as possible.

Strapline - Similar to a subhead or standfirst, but used more as a marketing term.

Streaming - Watching or listening to video or audio in real time, rather than downloading files.

Sub-editor *(http://www.thewriter.co.uk/articles.asp?id=151)* - The person that checksand edits a reporters' work and adds headlines and standfirsts.

Subhead - A smaller one-line headline for a story.

Superstitials - A type of rich media advert that downloads gradually without obscuring other content on the page; usually more popular than pop ups.

T

Tabloid *(http://en.wikipedia.org/wiki/Tabloid)* - Smaller print newspaper size.

Take - A section of an article. An article that is transmitted to the copy desk or the composing room as it is being written is sent in takes. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Technobabble *(http://en.wikipedia.org/wiki/Technobabble)* - Confusing technical jargon.

Technorati *(http://technorati.com/)* - Powerful blog search engine.

Teeline *(http://en.wikipedia.org/wiki/Teeline_Shorthand)* - A form of shorthand.

Telegraph section - The section, in which national and foreign news was acquired by telegraph in the remote past. The copy was edited on the telegraph desk, a component of the copy desk. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08 /our-vanishing-heritage.html)*

Terrestrial television *(http://en.wikipedia.org/wiki/Terrestrial_television)* - TV sent through a beam transmitter directly into the home.

Testimonial *(http://en.wikipedia.org/wiki/Testimonial)* - Endorsement of a product, often by a celebrity or well-respected client.

Thirty - A numeral indicating the conclusion of a take of copy. **(courtesy of John E**

McIntyre) *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Tick-tock - A step-by-step account of how a particular event or phenomenon developed. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

TK - Proofreader's insertion mark for data to come. Sometimes written as TKTK.

Tie in *(http://en.wikipedia.org/wiki/Tie-in)* - Placing the facts of a new story within the context of past events. Also known as a tie back.

Tip - A lead of piece of new information about a new story.

Tombstoning - In page layout, to put articles side by side so that the headlines are adjacent. The phenomenon is also referred to as bumping heads. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Top heads - Headlines at the top of a column.

Traffic *(http://en.wikipedia.org/wiki/Web_traffic)* - Amount of users recorded by a website.

Twitter *(http://twitter.com/)* - A service that allows users to send 140 character messages to 'friends' via **mobile SMS** *(http://en.wikipedia.org/wiki/Short_message_service)*, website or **Instant Messenger** *(http://en.wikipedia.org/wiki/Instant_messaging)*.

U

Unique users *(http://en.wikipedia.org/wiki/Unique_user)* - The number of individual users, as identified by unique computer addresses, that visit a web site.

Upload *(http://en.wikipedia.org/wiki/Download#Upload)* - To publish a file on the internet.

URL *(http://en.wikipedia.org/wiki/URL)* - Uniform Resource Locator, technical name for a web address.

User - A visitor or reader on a web site.

User-generated content *(http://en.wikipedia.org/wiki/User-generated_content)* - Material created and submitted to sites by its users - such as photographs, video footage, comments, articles etc.

V

Verso - Left-hand page.

Video blogger/Vlogger *(http://en.wikipedia.org/wiki/Vlog)* - A blogger who mainly uses video and publishes on the internet.

Video journalist *(http://en.wikipedia.org/wiki/Video_journalism)* - A journalist who publishes video reports on TV and/or on the internet.

Vertical search engine - A search engine containing information on a specific subject area.

W

WAP - Wireless Application Protocol - an international standard for the application that

enables access to a wireless internet network using a mobile device.

Web scraping *(http://www.poynter.org/column.asp?id=119)* - Automated process of finding content on web pages and converting it into another form for use on another web site.

Warblogs *(http://en.wikipedia.org/wiki/Warblog)* - Opinionated and political web logs.

Webcasting *(http://en.wikipedia.org/wiki/Webcast)* - Online visual and/or audio broadcasts, usually in real time.

Webmercials - Similar format to television adverts used online.

Webinar/Web conference *(http://en.wikipedia.org/wiki/Web_conferencing)* - A seminar, lecture or presentation delivered over the internet.

Widow - Last line of paragraph appearing on the first line of a column of text.

Widget - application available to download or embed on a desktop, homepage or social network. Allows you to share content, which will be automatically updated e.g. Journalism.co.uk's news headlines.

Wire service - (also the wire) The Associated Press or other news service whose dispatches are transmitted electronically to the publication. **(courtesy of John E McIntyre)** *(http://johnemcintyre.blogspot.com/2009/08/our-vanishing-heritage.html)*

Wi-fi *(http://en.wikipedia.org/wiki/Wi-Fi)* - Wireless internet or network connection.

Wiki *(http://en.wikipedia.org/wiki/Wiki)* - An information site that can be edited and added to by readers. See Wikipedia - an online Wiki encyclopedia.

Wires - Stories or photographs sent electrically to your desktop. Here is a list of **wire news services** *(http://www.ajr.org/News_Wire_Services.asp?MediaType=9)*.

Wob - White text on a black or other coloured background.